

# ORDER



**Orders**  
**Order / Rev:** 168375  
**Alt Order #:** 06359590  
**Product Desc:** BALDWIN FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 10/01/12 / 10/01/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Poli/T Baldwin/D/Sen/WI  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	17	\$24,300.00	\$20,655.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$24,300.00	\$20,655.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$24,300.00</b>	<b>\$20,655.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	23%	\$24,300.00
Market	100%	\$105,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	31%	\$32,752.17
WITI	25%	\$26,413.04
WMLW-	1%	\$1,056.52
WPXE	0%	\$0.00
WTMJ	20%	\$21,130.43
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/02/12	10/04/12	Y&R 11a-12p	CM	11a - 12p	-T-T---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-T---		2				\$350.00		0.00			
E 2	WDJT	10/08/12	10/08/12	Y&R 11a-12p	CM	11a - 12p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----		1				\$350.00		0.00			

Order / Rev: 168375  
 Alt Order #: 06359590  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: BALDWIN FOR SENATE  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/04/12	10/04/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---		1		\$750.00		0.00				
E 4	WDJT	10/08/12	10/08/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----		1		\$3,000.00		0.00				
E 5	WDJT	10/04/12	10/04/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---		1		\$3,500.00		0.00				
E 6	WDJT	10/04/12	10/04/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---		1		\$3,000.00		0.00				
E 7	WDJT	10/03/12	10/03/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--1----		1		\$3,000.00		0.00				
E 8	WDJT	10/08/12	10/08/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----		1		\$3,000.00		0.00				
E 9	WDJT	10/03/12	10/03/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--1----		1		\$3,000.00		0.00				
E 10	WDJT	10/03/12	10/05/12	M-F Late News M-F Late News	CM	10p-1035p --W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W-F--		2		\$800.00		0.00				
E 11	WDJT	10/08/12	10/08/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----		1		\$800.00		0.00				
E 12	WDJT	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM) -----2	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----2		2		\$750.00		0.00				
E 13	WDJT	10/06/12	10/06/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a	CM	6a-9a -----2-	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----2-		2		\$50.00		0.00				
												Totals	17	\$24,300.00